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THE BEACH NEWS

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VOL. 2—NO. 29 KIRK SMITH, Editor-Owner Ocean Beach, California, Friday, June 6, 1924 PHONE POINT LOMA 17 FIVE CENTS THE COPY

Chamber of Commerce Makes Splendid Start

CHARTER MEMBERSHIP LIST STILL OPEN

Responding to a published open letter and a personal appeal made by mail to every male citizen, resident, property owner and merchant of Ocean Beach, quite a large and exceptionally representative gathering of citizens met last Tuesday evening in the Congregational Church building, on DeFoe street, for the purpose of organizing a new local Chamber of Commerce, following voluntary disbandment of the old body bearing that title.

It was decided to postpone the nomination of officers until the next meeting, which will be held Monday, and the chairman urged that all "male residents" of the beach be present then. A by-laws committee was appointed, as follows: A. G. Kingsbury, F. B. McElwee, F. H. Kraft and Charles Peltcher.

JOIN THE NEW CHAMBER OF COMMERCE AS CHARTER MEMBER

Following the re-organization of the Ocean Beach Chamber of Commerce last Tuesday night, June 3, by a most representative body of citizens, a special effort is being made to secure Charter Members among the male residents, property owners and business men of the community.

It was agreed to place the annual dues at the very nominal sum of $2, and those male citizens who have not already joined still have the opportunity of becoming Charter Members at the continued organization meeting to be held on NEXT MONDAY NIGHT, JUNE 9, in the Congregational Church building on De Foe street, opposite the public school.

Meanwhile, signatures and dues may be mailed or left with any of the following temporary officers:

KIRK SMITH, Chairman. "The Beach News" office.
W. H. RANKIN, Secretary. Postmaster.
W. B. RABSAHL, Treasurer. O. B. Lumber Co.
F. H. KRAFT, Asst.-Treasurer. O. B. Pharmacy.

The proceedings of the meeting are ably and explicitly told in the appended report published in the San Diego "Union" of yesterday.

And it is only necessary to add that besides the signing as charter members of about three-fourths of those in attendance on last Tuesday night, a number of citizens, unable to be present at the re-organization meeting, have since joined as charter members and signatures are being forwarded by mail and presented in person by male residents representing every section of this thriving community.

Listed in alphabetical order, there is published herewith the names of the Charter Members of the new Chamber of Commerce as received by Secretary Rankin up to the hour of going to press.

Charter membership still remains open, as noted in another column, all members and prospective members are urgently requested to be present and take an active part in the continued organization meeting to be held next Monday night, June 9, at the Congregational Church building on DeFoe street, opposite the public school.

* * *

OCEAN BEACH "NEW BLOOD" ORGANIZES COMMERCE BODY

Officers and Directors of Old Chamber Resign; To Name Working Force Monday.

A brand new chamber of commerce came into being at Ocean Beach Tuesday evening, when at a called meeting of the citizens of the beach, president, secretary, treasurer and board of directors of the old organization resigned in a body in favor of "new blood," and 43 of the 60 present signed as members of the new organization.

F. B. McElwee, president of the chamber of commerce, opened the meeting, explaining that the purpose was to "start all over again," and appointed Kirk Smith as temporary chairman. Smith said the organization was for the benefit of property owners, residents and business men of Ocean Beach, and to build up all of Ocean Beach in a broad-minded way, and asked that everyone take an active part.

Kodak Films, FROIDE'S. opp. P.O.*

CHARTER MEMBERS CHAMBER OF COMMERCE THUS FAR SIGNED

WILLIAM F. AGAN
EDW. K. BURDETTE
C. TOWNSEND BROWN
DR. J. E. CASTIEN
GEO. COPELAND
CECIL O. CARL
JAMES DOUGHERTY
C. B. DERMODY
HENRY EULBERG
RAY ERICSSON
GEO. FINLEY
G. H. FABER
E. W. GRENAWALT
FRANK B. HARRISON
JOHN W. HUNTINGTON
F. S. HOLMES
F. O. HUGHES
B. A. HARRIS
L. H. HARTLEY
DR. E. H. HAYDEN
CHAS. C. KELLOGG
A. G. KINGSBURY
P. A. KIERSTEAD
W. J. KENNEDY
F. H. KRAFT
WALTER C. LOTT
W. H. MARTIN
P. H. McCUNE
F. B. McELWEE
C. S. MOORE
W. O. NEWMAN
J. J. NEUMONT
E. P. PELTCHER
C. A. PEACE
CHAS. H. PELTCHER
F. J. PETERS
F. S. PRENDERGAST
F. J. PEELER
R. J. PIERCE
FRED W. REID
W. H. RABSAHL
H. K. RANKIN
GEORGE STENBERG
M. J. STERLING
BERT SCHNEIDER
KIRK SMITH
C. L. SCHACHTEBECK
J. T. SMITH
DR. LEON SMITH
H. T. STERLING
W. A. THOMAS
J. P. VAN HOUTEN
H. J. WARREN
BERT W. WENRICH
ED H. WICKERN
C. W. WHALING
R. H. WISE
JAMES L. WALSH

WANTED—Plain sewing; reasonable prices. 4721 Newport avenue.

Kodak Finishing FROIDE'S op. P.O.*

'Agar-Agar' A Vegetable Gelatin Product

WHERE, HOW AND WHY MADE

Some Algae are annual, some are perennials, and cast off and renew their lamina every season, also by accident, wind and waves. Many present quite a different appearance at different times of the year and all are very difficult to identify. Those which form spores throw off these cells which sink or washed to other positions, where they germinate and begin their cycle of life. Many of these spores begin their growth at once without regard to season, so these species are ever present.

The red algae are the highest type in this class of vegetation, especially in reproductive development. They are cryptograms; at times sexless and at others with distinct male and female tendencies or habits. These red algae which are so plentiful in the littoral zone are very gelatinous, nature having apparently provided the gelatin to protect the cells of the plants from the effect of the alternating extreme conditions. The littoral zone covers the space between tide marks, vegetable life thereby being subjected to exposure to the sun, wind waves, dessication and then complete submersion.

These algae do not, like land plants, derive their nourihment from the soil to which they are attached, but from the substances held in solution by the salt water, the function of these plants is that of transforming or manufacturing inorganic matter which they assimilate into organic matter such as starch, albumen and sugar which form their structure and which is the food essential to animals. In this process these plants inhale carbonic acid gas which animals breathe out an exhale oxygen which animals breathe in. Animals live on vegetable substances, plants on mineral, thereby keeping up the balance of life.

One species of the red algae called "Gelidium" is very rich in gelatin; it is a native of the entire Western coast of the United States and Mexico, being found in short plants in the Northern waters and growing longer in the more temperate, Southern waters. Samples of the weed attaining 48 inches in length, 600 miles South of San Diego.

It is from this weed, (after having been washed, boiled, purified, evaporated, frozen, thawed dehydrated and ground,) that a starch freeAgar-Agar is produced.

Agar-Agar is rapidly gaining in use as benefits derived are being broadcasted. In intestinal disturbances it is advantageous to apply a remedy that will cover a large area before being absorbed and this can be conveniently accomplished by using Agar as a medicinal vehicle; for an Agar containg remedy will first absorb fluid and later liberate the medicinal substance through osmosis. This process takes place slowly and in this way a large area of the intestines will take up the medicinal agent which has escaped from Agar through osmosis.

Another quality of Agar which is advantageous is its property of retaining fluids and thus increasing the bulk of, and also partly softening, the faces. In constipation therefore, Agar as a medicinal vehicle appears at once as a valuable aid for Agar impregnated with a laxative remedy will increase the efficiency of the latter by the property of softening the stool.

Agar is composed largely af gelose, a carbohydrate insoluble in water and indigestible in the gastro-intestinal secretions. Not being affected by the digestive juices Agar is not reduced in bulk in its pasage through the alimentary tract, but on the contrary absorbs and retains water which moistens the mass and increases its size.

Agar has long been esteemed in China and Japan as a food. It is employed in the preparation of jellies, thickening of soups, ice cream, fruits, meats or fish, and in candy making.

In this country it is used most extensively in hospitals and in bacteriological labortories; as a base for culture media it is unexcelled by any other product since it remains solid with a smooth firm surface at the higher temperatures required for cultivating certain species of bacteria. It has been found a valuable dressing for certain types of wounds and hemostatic injections.

Agar is also used in the making of certain health bread, cookies and preserves, sizing of silk, stencil patterns in art, waterproofing cloth and paper, preserving food in canning industries, photographs, glue, mucilage, isinglass, soap, lustre for paper, paints, varnishes, flypaper, explosives, clarifying purposes, casings for sausages, etc. It is used in the kitchen the same as the animal gelatin, only it is eight times stronger; whereas one pound of animal gelatin will jell two gallons of water, one pound of Agar will jell sixteen gallons.

Agar is not subject to putrefaction as is animal gelatin, therefore in considering the original sources of the vegetable Agar and the animal gelatin, isn't a vegetable product a more fit commodity for human consumption than one made from animals?

When buying insist on American-made Agar.

Cream Puffs, Cream Rolls, and French Pastry—Special Saturday at the OCEAN BEACH BAKERY. Phone Pt. Loma 72-W.

MME. TINGLEY PRAISED FOR BEAUTIFUL PRODUCTION

A large and enraptured audience gave unstinted praise to the splendid production of "The Euminides," under Mme. Katherine Tingley's personal direction at the Greek theatre, Point Loma, last Tuesday night. There was a goodly attendance from the Beach districts, special attention having been given to convenient transportation through the courtesy of Claus Spreckels, general manager of the San Diego Electric railway. The masterpiece of Grecian drama repeated its former unqualified success.

REGULATION STAMPED U. S. MAIL BOXES From 25c Up
Get them here and NOW, in order to comply with new Free Postal Delivery law. H. H. REID & SON
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Mrs. Eva Sullivan of 4934 West Point Loma boulevard, left last week for Portland, Ore.

Order your Certified BABY CHICKS now at O. B. Feed, Fuel and Express. Phone, Pt. Loma 20W.

Welcome! Veterans, Welcome!!

A TRIBUTE TO THE VETERANS OF THE G. A. R.

Now we see coming to our city the surviving veterans of the old Grand Army of the Republic, grizzled and gray, some with empty sleeves, some stumping their way on wooden pegs, the ranks thinned, the gait halting. Some of us will pause long enough to remember that in the years gone by these old veterans were boys; boys who left the plow, the forge, the loom, the shop, the office, the college, to fight the battles of their country. They, too, broke the clasp of loving arms to go; they, too, left goodby kisses on tiny lips; they, too, had mothers, wives, sisters, sweethearts; they, too, turned from home and comfort and peace to follow the flag. God bless them, living and dead. May there be cheers for the living as long as the last survivor blesses the earth, may there be tears for the dead to the end of time.

God bless the men who followed the flag!

G. A. R. ENCAMPMENT OPENS NEXT WEEK FOR FIVE DAYS

After a period of uncertainty due to the hoof and mouth quarantine, the fifty-seventh annual encampment of the G. A. R., department of California and Nevada, will open next Monday in San Diego for a five-day session. Close to 2000 delegates and visitors are expected to attend.

Six-simultaneous conventions are to be carried on. In addition to the G. A. R., there will be the meetings of the Woman's Relief Corps, the Ladies of the G. A. R., the Daughters of U. S. Veterans, the Sons of U. S. Veterans, and the Sons of Veterans Auxiliary. Headquarters are to be in the U. S. Grant hotel, where the G. A. R. will hold its business sessions. The other orders will meet in various halls.

WHERE YOU WILL FIND THEM

Grand Army of the Republic—Headquarters, (room), U. S. Grant hotel; Convention sessions, U. S. Grant hotel.

Woman's Relief Corps—Headquarters, U. S. Grant hotel; Convention sessions, 1st Methodist Church.

Daughters of Veterans—Headquarters, U. S. Grant hotel; Convention sessions, Woodbine Hall, 857 5th St.

Ladies of G. A. R.——Headquarters, U. S. Grant hotel; Convention session, K. P. Hall, 3rd and E Sts.

Sons of Veterans—Headquarters, U. S. Grant hotel; Convention sessions, Fraternal Brotherhood hall, 1322 Fifth St.

Sons of Veterans Auxiliary—Headquarters, U. S. Grant hotel; Convention sessions, K. P. Hall, 3rd and E.

MAIN EVENTS

Monday night, banquet, Grant hotel; Tuesday night, Citizens' reception, Grant hotel; Wednesday night, Campfire, American Legion War Memorial Bldg., Balboa Park; Thursday morning, 10 o'clock, Grand Parade, Mayor Bacon, marshal.

Get your BATHING GOODS at the Newport Shoppe.

FOUNDATION WORK PROGRESSING FINELY FOR NEW NATATORIUM

The construction of the foundation for the mammoth new Mission Beach plunge is reported to be progressing very satisfactorily. Work on the bath house, first unit of the great amusement center to be built, and operation of the new high-speed beach line of the San Diego Electric Railway company has centered San Diego development interest to Mission Beach.

Surfacing of drives and alleys in the residential sections of the tract is being rushed and dredging of Bonita bay, open-air swimming and boating bay of six acres area in the amusement center is about two-thirds completed.

A score or more of new homes have been completed in the tract and plans are being prepared for homes by many purchasers of lots in the residential areas, it is reported by Sales Managers George L. Barney and T. A. Rife for the Mission Beach company, of which Claus Spreckels is the head. With the convenience afforded by the new high-speed line, exceptionally large crowds now journey to Mission Beach every Sunday and during the week-end.

Largest asortment of BATHING CAPS at the Beach—15c and up at the O. B. PHARMACY.

O. B. Library

MARGARET RANKIN, Librarian

The "Tasty Dishes" on display at the O. B. branch library this week will increase your appetite and the following cook books may prove helpful to the housewife:

"Pure Food Cook Book," Maddock; "What to Have For Luncheon," Lincoln; "Helping Hand Cook Book," Harland; "Fish Cookery," Spencer; "Better Meals For Less Money," Green; "Good Housekeeping Book of Menus," "Quantity Cook Book," Richards; "Boston Cooking School Cook Book," "Calorie Cook Book," Donahey; "Mrs. Beeton's Everyday Cookery," "Winston Cook Book," Cramp; "Cook Book by Oscar of the Waldorf," Tscherky.

It will do your EYES good to see CASTIEN, Rooms 16-17, Sefton Bldg., Fifth and C. Phone 644-27.

THE BEAUTY SHOP
Phone Point Loma 63-W.

FRANKIE SCHNEIDER JUMPS INTO LAKE AND TOSSES TROUT ASHORE

Local devotees of the rod and reel may now well award the trophy of triumph to a clever Ocean Beach boy, young Frankie Schneider, of Voltaire street. He is just twelve years of age, and, with his little brother Jean, went a-fishing a few days ago at Cuyamaca Lake, the famous resort of numerous followers of Izaak Walton.

Equipped with only a plain pole and a small fish hook on an ordinary line, Frankie got a "bite." He pulled on his line with might and main and found he had hooked a big 'un. Getting his catch near the water's edge his pole broke and Frankie was in a quardary how to land it without a net. Quick action was needed and the happily excited boy moved with lightning rapidity. He jumped into the lake, grabbed his fish and tossed it safely ashore. It proved to be a fine rainbow trout, weighing seven pounds and three ounces.

The justly proud Frankie is the son of the well known "Bert" Schneider, who "lives in Ocean Beach, believes in Ocean Beach, and sells Fords in Ocean Beach," being one of the star salesmen for the Powell Ford agency in San Diego.

MISS AGNES G. ELLS wishes to announce that she is back in the field of active business and has located her REAL ESTATE office at No. 5058 Newport avenue, where she will be pleased to see her friends and clients.

LARGER OFFICE FORCE

J. F. Lupton has been added to the office force at the Ocean Beach Lumber company on Muir avenue, where he is doing splendid work in assisting Manager W. B. Rabsahl in giving satisfactory service to patrons.

SHERWIN-WILLIAMS PAINTS—San Diego prices—O. B. Feed, Fuel and Express, 1926 Bacon St. Phone Pt. Loma 20-W.

FIFTY AND SIXTY UNITED

A marriage license was issued this week to Samuel V. Gaston of Ocean Beach, and Fannie C. Rule of Los Angeles. The bride and groom gave their ages as fifty and sixty respectively.

Picture Frames, Froide's, opp. P.O.*

SEEING WHAT YOU LOOK FOR

By THOMAS A. CLARK
Dean of Men, University of Illinois.

I DON'T believe I ever found a four-leafed clover in my life, though I lived for years in the midst of clover fields. I knew a girl once who could reach down into any stray bunch of grass and pick out a half-dozen four-leafed clovers with unerring accuracy. I suppose the explanation is that she was looking for them and I was not.

The same thing is true with reference to other experiences in life. The man who is looking for trouble finds it at every street corner and at every cross roads. The sensitive soul who is watching out for slights and personal grievances is invariably rewarded by finding them at his elbow.

"You hurt my feelings by what you wrote the other day," an acquaintance said to me.

"How is that?" I asked.

"Because you used my foibles as an illustration."

"But I did not," I replied. "I did not have the least idea that what I said would apply to you." She was simply looking for personal thrusts, and she found them.

A good deal of our unhappiness comes from grievances, or slights, or troubles, or disasters that we have looked for—that we have ferreted out and forced out of cover. If we had gone ahead cheerfully and happily we should have passed them by unobserved.

I know people who see no good in each other because they are constantly looking for evil; who turn every word and intonation and suggestion and unconscious act into something that is vindictive and calculating. Each finds a subtle irritating double meaning at every word or suggestion that the other utters, and all because he is looking for it.

The opposite of this is true. There is a sort of unsophistication that does not see vulgarity or deceit or evil of any kind; that knows nothing of unfaithfulness, or disloyalty, or cause for depression and discouragement because it is not expecting them; it is not looking for them.

A young friend of mine had recently been with a crowd in which there had been considerable drinking.

"I hope you were not too shocked by the drinking," I said to him. But he really had never seen it; he did not know about it; it had made no impression on him because his thoughts had been above it—he had not been looking for it.

The world in which we live is a very real world; it is full of pain and pleasure, of faithfulness and deceit, of truth and falsehood, of the sweet and the bitter, the vulgar and the refined, the beautiful and the ugly, but the reality is largely within us. We see what we're looking for.

(©, 1924, Western Newspaper Union.)

Your Conversation

"JONAH"

"Jonah" is the name of a Biblical character famous for proverbial bad luck. Jonah's presence on board ship was believed in ancient times to have been responsible for a terrific storm at sea. When Jonah was tossed overboard the storm is supposed to have ceased. A Jonah today means a person who brings bad luck.

Candler Loves Horses

Walter Candler, son of Asa G. Candler, the Atlanta (Ga.) millionaire, who is striving to develop the finest racing stable in the South, has just added 19 racing horses to his stable near Decatur, Ga., bringing the total of racing horses up to 60. Although many times a millionaire, Mr. Candler is a confirmed lover of horses. In the photograph is shown Mr. Candler driving "Bogalousa," one of his fine racing horses, on his own track at Decatur.

Father Sage Says:

"Only too often the peepul who expect the most from others are least apt to be obligin' themselves."

Please mention The Beach News in your dealings with the patrons of our advertising columns.

WE CIRCULATE

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Authorized FORD and CHEVROLET Service

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Complete Line of REPLACEMENT PARTS, TIRES AUTO ACCESSORIES
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During the Summer Days,
By Getting Your
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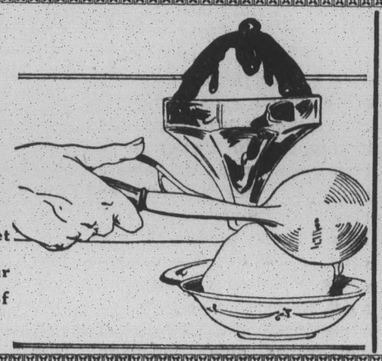
Newport Avenue and Bacon Street
Pure Ice Cream served to your liking—plain, or with a topping of your favorite flavor.



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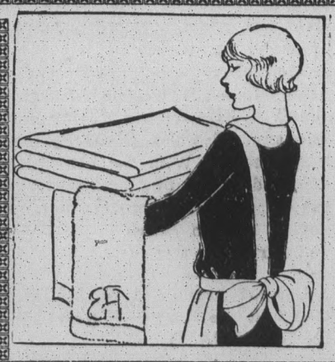
Office Phone Point Loma 136



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OCEAN BEACH DANCE PAVILION

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The Beach Is Growing BIGGER, BETTER AND BUSIER

Katherine's Kollum

By MRS. KIRK SMITH Phone, Point Loma 17.

PUPILS OF MRS. CLOSE ENTERTAIN TONIGHT AT BAPTIST CHURCH

A class demonstration of the Dunning System of Improved Music Study will be presented tonight at the First Baptist church, Ocean Beach, by the pupils of Mrs. Juanita Borcherdt-Close. The entertainment will begin precisely at 7:30 o'clock and you and your friends are especially invited. The program will include class songs and over twenty musical and dance numbers introduced by Elizabeth and Dorothy Armstrong, Jack Mason, Julia Slawson, Marie Wetmore, Florence Close, Mary and Frank Perry, John Brennan, Georgia Sharp, Mary Ulrick, Mary Ozmun, Winona Bishop, Lenore Belmont, Geraldine Ferguson, Mary Louise Stimpson. Dorothy Vaughn, Alice M. Allen, Lovey Humason, Mrs. Allen and Mrs. Close.

THE BEAUTY SHOP
Phone Point Loma 63-W.

DEMISE OF W. H. AUBURY

Wright Holland Aubury, husband of Lucy C. Aubury, passed away Sunday, June 1st, at the residence 2062 Venice street, Ocean Beach. He was a native of California and had reached his sixty-eighth year. Following funeral services in San Diego, his remains were taken to Sacred Heart Catholic church in Ocean Beach, where requiem high mass was solemnized. Interment was made in Holy Cross cemetery.

Everlasting Flowers at FROIDE'S, opposite P.O.

Welcome visitors at "The Beach News" office last Sunday were Mr. and Mrs. Ed F. Cooper and their three charming daughters, Evelyn, June and Mavis, accompanied by Mrs. Ada Lankford, sister of Mrs. Cooper. Mr. Cooper is the popular and efficient undersheriff of San Diego.

Frank Michenfelder, father of Miss Alma Michenfelder, of Pacific Beach, passed away at his home in San Diego, June 1st. He was a native of St. Louis and had reached his sixty-fifth year.

Mr. and Mrs. James Dougherty and son, and Mr. and Mrs. Harry Cole, spent the past week-end on Palomar mountain.

Countess de la Porta

Countess de la Porta, wife of Count G. F. de la Porta, new secretary of the Italian embassy in Washington, is a woman of extreme beauty, being a true Italian type. As the wife of one of the most important diplomats in Washington, Countess de la Porta will be one of the most prominent members of the diplomatic set.

Tooth Caused Iowan to Wander Far From Home

Cedar Rapids, Ia.—Toothache was responsible for the disappearance here of Albert Sieners, wealthy farmer of Monticello, according to a letter his wife received from him. The letter was written in San Antonio, Tex.

Sieners wrote that the tooth pressed on a nerve causing him to go into a state of coma, and he said he remembers nothing of his trip to the Southwest, except that he changed trains in Kansas City. As soon as the tooth was pulled his memory returned and he hastened to write his wife. He is on his way home.

FORMATION SOON OF WOMEN'S AUXILIARY TO NEW CHAMBER

With the establishment of the new Ocean Beach Chamber of Commerce upon a firm foundation, a movement will be started in the near future for the formation of a Women's Auxiliary or Civic League, such as prevails in other large and small municipalities. While working along lines independent of the male organization, the two bodies would strive for the accomplishment of the laudable purposes toward the growth and betterment of the community.

Save your complexion and get a BEACH HAT at the Newport Shoppe.

RE-OPENS REALTY OFFICE

Miss Agnes G. Ells has resumed her business activities in the local real estate field, having opened offices at 5058 Newport avenue, where she will be pleased to see her friends and clients.

We specialize in catering to the family appetite with delicious ICE CREAM, bulk or brick, all flavor—O. B. PHARMACY.

SUMMER VISITOR

Mrs. E. T. Jaco, of Los Angeles, is making an extended visit here as the guest of Mrs. Z. A. Taylor of 1869 Cable street. Mrs. Jaco is well and favorably known as a former resident of Ocean Beach, which she quite rightly declares is "the garden spot of the world."

Birthday Cards, FROIDE'S, opp. P. O.

Mr. and Mrs. J. Christen, of Paterson, N. J., are spending a few weeks with their daughter, Mrs. E. B. Thompson, of 4945 Del Monte Ave.

A. R. Barker of Santa Monica avenue has opened a realty office at "Zip" Pinson's barber shop on Newport avenue.

Mr. and Mrs. Joseph Cardozo, of Point Loma, mourn the loss of their infant daughter, who passed away on May 30th.

Mr. and Mrs. B. P. Mitchell of 5059 Brighton avenue, left last Tuesday for a motor trip to Canada, and will visit other places.

Mr. and Mrs. G. J. Kenline of 4937 Santa Monica avenue, announce the marriage of their daughter, Florence Mary, to Fred Hugh Sparks of Butte, Mont., May 31st. The newlyweds will make their home in Butte.

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

LOS ANGELES — Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

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BIRD and TOY STORE
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No matter who or what you are or may become, you owe it to yourself and to your family to secure
LIFE—ACCIDENT—HEALTH
INSURANCE
"And the Best is none too good!"
That's what you get—THE BEST—when you become insured with the
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GASOLINE AND OILS
STORAGE AUTO REPAIRING
ACCESSORIES
PHONE POINT LOMA 382

OCEAN BEACH
BAIT HOUSE
Jack Neumont, Prop'r.
South End Mission Bay Ridge
BAIT, BOATS, FISHING TACKLE
For Sale or Hire
Cigars, Candy, Soft Drinks
Phone, Pt. Loma 6
Res. Phone, Pt. Loma 319-W

Phone, Hillcrest 630-J
W. BASHORE
CONTRACTOR and BUILDER
"Builds for Less and Better"
Plans and Estimates Furnished
Can save you from $100 to $500 On Your New House
3940 Mission Ave. San Diego

Keep advertising—and advertising will keep you!

SPEND YOUR DIMES AND DOLLARS AT HOME

BELLINGER'S GROCERY
Phone, Pt. Loma 150-W Cor. Cable and Voltaire Sts.
Formerly Chris Homeyer's Store.
Will Carry a Complete Line of STAPLE GROCERIES, also Smoked and Cold Meats. Reasonable prices.

CECIL O. CARL
ELECTRICAL CONTRACTOR
5050 Newport Avenue
Phone, Point Loma 49.
Wiring—Fixtures—Motors
All work guaranteed
RADIO Outfits a Specialty
Exclusive Agent
KENNEDY RADIO SETS
"If it's Electrical, see Cecil"

OCEAN THEATRE

SATURDAY
"WILD ORANGES"
With
Frank Mayo and Virginia Valli
Also Comedy
Admission 15c and 20c

COMING SUNDAY
Hoot Gibson
—in—
"THE RAMBIN' KID"
and
"LEATHER PUSHERS"
News and Comedy
Two Shows—6:45 and 8:45 p. m.
Admission 15c and 20c

SPECIAL
WED. and THURS.
Reginald Denny
—in—
"SPORTING YOUTH"
A Byron Morgan Racing Story
Admission Children 15c, Adults 30

Come Early—Show Starts at 7:15

OCEAN BEACH
Merry-Go-Round
Young and Old, Rich and Poor, all ride at same price, 5c each.
Open Evenings and Sunday Afternoons

T. J. ELLIS
Painting Contractor
Carpentering
ESTIMATES FREE
4620 BRIGHTON AVENUE
Box 1061 Ocean Beach, Calif.

Phone Point Loma 259-J
E. K. BURDETTE
PLUMBING
Contracting, Estimating, Jobbing
2005 Bacon St. Ocean Beach.

SUDS AND DUDS of the POINT LOMA LAUNDRY

The folks we serve all sing our praise—They like our work and like our ways

POINT LOMA LAUNDRY
Phone, Point Loma 378.
LAUNDRY CALLED FOR AND DELIVERED.
IF IT'S LAUNDRY WORK, WE DO IT!
—Wet Wash, Rough Dry, Semi-Finish and Finish Work—

Phone: Point Loma 20-J
SUNSET GARAGE
TURNER B. KLINE
1916 Bacon Street
Ocean Beach, Calif.

SAN DIEGO
Army and Navy Academy
Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating.
THOROUGH MILITARY INSTRUCTION
CHRISTIAN INFLUENCES
LAND AND AQUATIC SPORTS
ENTIRE YEAR
Located on Ocean
Phone, Pacific Beach 172
COL. THOS. A. DAVIS, Pres.

PACIFIC BEACH Community League
Organized to Advance the Best Interests of Pacific Beach
* * * * * * * * * * * * *
H. OWEN, Chairman
PERCY ELDRIDGE Vice-Chairm
CARL S. CLARK, Secy.-Treas.
Regular meetings every first and third Monday evening at P. B. Reading Clubhouse.

THE BEACH NEWS

AN INDEPENDENT PAPER
Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue
Ocean Beach, California
Phone Point Loma 17

KIRK SMITH ..... Editor-Owner
KATHERINE SMITH ... Sec'y.-Treas.

Legalized as an Official San Diego City and County Newspaper

Subscription Price, $1.00 a Year IN ADVANCE
Single Copies ..... 5 Cents
Advertising Rates Upon Application
LOCAL READERS—Fifteen cents a line, averaging five words to line.
CLASSIFIED ADS—Ten cents per line, averaging five words to line.

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

FRIDAY, June 6, 1924

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

Officer Webster Still A Sufferer

DEPLORABLE CONDITION OF WOUNDED POLICEMAN REMAINS UNCHANGED

Latest reports from St. Joseph's hospital, where Officer Herbert T. Webster is struggling to recover from the effects of a bullet fired into his brain by a murderous assailant on the night of May 10th, announce only a very slight change in the extreme seriousness of his condition. The wounded policeman still lingers in a state of partial coma and the bullet imbedded in his brain causes his powers of memory to be most sadly deplorable. The sight of one eye has been totally destroyed and the vision of the other is somewhat affected. His former splendid physical condition has proved a wonderful factor in his brave fight for recovery.

OCEAN BEACH REWARD FUND

Miss Mary E. Slater of the Crags apartments, has added $3.00 to the list of pledges and "Johnny, the Cobbler," of 1963 Abbott street, has sent in $3.50 as his contribution to the "Reward Fund" secured by The Beach News for addition to the Police Relief Association Reward Fund for the arrest and conviction of the person who murderously shot Policeman Webster on May 10th in Point Loma. The total reward fund now amounts to $616.50 of which sum Ocean Beach residents have pledged $241.50 as individually listed in The Beach News.

When you go SHOPPING think of the Newport Shoppe.

"JACK" ELLIS BUSY FINISHING HIS HOME

In between times while figuring and completing other jobs, Contractor T. J. Ellis is putting the finishing touches on his handsome new residence at 4620 Brighton avenue. He has arranged with Plasterer Butler for a snug and secure plastering job and "Jack" will do the trimming and painting in first-class style himself.

PLASTERER BUTLER BUSY AT BEACH

Contracts have been signed by W. E. Butler of 4356 Saratoga avenue, for a number of fine plastering jobs in Ocean Beach, including the home of T. J. Ellis on Brighton avenue, Mr. Jenks' house and two houses for H. H. Reed, now in course of construction.

ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial. Phone Point Loma 17.

Special for 3 Days
JUNE 9th, 10th, 11th
Demonstration by
Celebrated **TEA** *Specialist*
From the ISLAND OF HONDURAS
RIDGWAY TEAS
FABER'S Ocean Beach Grocery
5008 Newport avenue Phone Pt. Loma 48

Faber's Little Cash Grocery
5021 Newport Ave. Pt. Loma 129
Faber's Cash & Carry No. 3
2119 Bacon St. Phone Pt Loma 248
FABER'S Cash & Carry No. 4, Mission Beach
WHY TRADE ELSEWHERE
WE CARRY THE BEST AND SELL THE CHEAPEST
TRADE AT HOME AND SAVE MONEY

Toast Makes Other Foods More Appetizing

Left-overs that seem insufficient for another meal can be made into a most attractive and bountiful dish if served on hot toast or with toast strips or triangles.

Food units are added too, because toast is high in nutritive value.

EAT MORE TOAST
MAKE IT ELECTRICALLY

Commercial Department
San Diego Consolidated Gas and Electric Co.
935 Sixth
MAIN 64 Byllesby Engineering and Management Corporation

"LOMA LORE"

By WINIFRED DAVIDSON
Point Loma, California

Book rights reserved.

(Continued from last week)

IX

BURIAL PLACES

The military cemetery on the crest of Point Loma, overlooking the harbor, North Island and Coronado on the east and the ocean on the south and west, was set aside for the burial of the nation's dead shortly after the boundaries of the present government reservation were established in 1852. Bennington monument, the granite obelisk that lifts to heaven a noble reminder of those sixty men and boys who lost their lives while on duty aboard the U. S. S. gunboat "Bennington," in San Diego harbor at half-past ten on Friday morning, July 22, 1905, was erected by popular subscription.

The "Bennington" disaster is remembered as the most terrible accident that ever occurred in Southern California—the bursting of two boilers and the killing outright of nearly fifty sailors. The military funeral was held on Sunday afternoon and it was one of those solemn, uplifting hours when the whole community, assembled for one purpose, united to do honor to something more than the slain bodies of heroes—to the highest ideals of our common humanity.

The San Diego "Union" of Monday, the 24th, tells of the ceremonies: " . . . the dead were buried in a great trench on the crest of Point Loma yesterday afternoon. With simple impressiveness the coffins were laid side by side, two long hows of them, the last words consigning them to the keeping of their Maker were said, three volleys were sounded and all was over."

At that time Comandmer Young of the Bennington, stepped out from the group of officers, raised his hand and said:

"Captain Scott and officers and successors at Fort Rosecrans: I want to commit to your tender care the bodies of our unfortunate shipmates and patriotic dead. May their graves never be forgotten by the hand of affection and may marble slabs arise on these their last resting places and may the morning and evening sun playing upon the grassy mound be symbolical of their shipmates' affection."

And this obligation of affection has been faithfully fulfilled. Bennington cemetery has been made a place of beauty and of peace, cared for by the men on duty at the fort below.

Here have been brought from time to time the bodies of soldiers and sailors who have died on or near Point Loma, even those who in long times past, when this was Spanish and Mexican territory, were given temporary burial here and there over our many hillsides that go down to both sea and bay.

The San Diego "Union" of September 20, 1887, under the title "Forgotten Graves," records the story told by a wooden monument planted on the 5th of February, 1847, above the remains of one Neil McCullin, an U. S. who met his death by a fall from the foreroyal masthead of the U. S. frigate "Congress." It was a little plat of ground at the base of Point Loma and within a few hundred yards of the town of La Playa, one of the four or five neglected graves, another of which was that of the master of the ship "Hailerig" from New Bedford, probably the master of the hide drogher described by Dana. Captain Watkins of the quarantine station, remembers that the relatives of this New Bedford man were communicated with and the remains removed elsewhere. Captain Watkins also remembers this plat as being back of the present coaling station.

At Bennington now lie the bodies of those seventeen soldiers who died in the battle of San Pasqual. The Native Sons and Daughters carried through the project of bringing a granite boulder from the spot where these soldiers fell and of marking it with a bronze tablet upon which are recorded the names of these all but forgotten heroes.

Our good friend, Tommy Getz, famous the country over as the affable host of Ramona's Marriage Place in Old Town, has in his possession a photograph which he took some years ago of that old Jewish cemetery, the ruins of which may still be seen in the second canyon beyond the Hotel Point Loma, formerly the Point Loma Golf Clubhouse. Here were buried those early Jewish pioneers, among them being Louis Rose, who laid out the present village of Roseville. It was this Louis Rose, Mr. Sam Fox tells us, who on November 9, 1869, gave the local Jewish society the five acres that comprised the cemetery, and his ashes, most fittingly, there remain to this day.

(Continued next week

Classified Ads Get Quick Results.

CAMPBELL CHEVROLET COMPANY
The Chevrolet Corner — STATE and B Sts. — MAIN 777 — *Where Service Counts*

CLASSIFIED ADS

ONLY A DIME A LINE
TERMS CASH
Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

AGNES G. ELLS—Real Estate, Rentals, Notary Public; 5058 Newport Ave., Ocean Beach.

LOST—Canary bird, spotted, with a rosette on top of its head. Reward if returned to 5068 Brighton avenue.

FOR SALE—Young Pekin Ducks, 40c a pound. Blackberries; goats' milk; vegetables, "Woodmere," 4729 Cape May avenue..

LOST—Purse, with bills and silver; on Bacon, between Switch and Newport. Reward, return to Postmaster Rankin.

WANTED—Woman for care of 5-year-old child and do light housework; good home; 4944 Narragansett avenue.

FOR SALE—Mahogany library table, 4 ft. x 2 ft. 4 in., with drawer and straight base. Phone, Point Loma 46-J.

HERE'S THE BEST BUY ON THE BEACH CREST

Well-built two-story house, ready for plastering or inside finishing to suit purchaser. Large enough for four rooms and bath, with sanitary store-room, closet, and two garages on ground floor. Beautiful view place 50x140. Worth twice the price asked by owner, who needs ready money. Good terms. No agents. Address P. O. Box 110, Ocean Beach.

OCEAN BEACH
Properties at Bargain Prices
CAN NOT BE DUPLICATED
WE GIVE TERMS
$250—A single lot on Lotus St.
$275—35x100, level view lot.
$325—50x140, on Cape May Ave.
$450—50x100, Long Branch, near Cable.
$375—50x100, cor. on Muir.
$450—50x100, on Larkspur Ave.
$350—40x100, on Seaside St.
HOUSE
You can fix over; water and gas; good lot, 50x130; partly furnished; only $600; good terms.
Plastered Cottage
$1950—Brand new and strictly modern.
$3200—5-rm. modern view house.

Bert W. Wenrich
Across from the Merry-Go-Round
OCEAN BEACH
Phone Point Loma 390-W

Religious News

* * *

CHRISTIAN SCIENCE SOCIETY

1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

* * *

FIRST BAPTIST CHURCH OF OCEAN BEACH

DeFoe Street at Santa Monica Ave
E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching at 11 a. m. and 7:30 p. m. Bible school at 9:45 a. m. Young People's Union at 6:30 p. m.

Wednesday — Mid-week meeting for praise, prayer and conference at 7:30 p. m. All are invited to these meetings.

June 8th will be observed as Children's Sunday. For the evening, at 7:45, the Sunday school will give a dramatic pageant, "The Message of the Flowers," with appropriate music.

The I. M. P. S., who are to assist with the platform arrangements, are asked to be at the church on Saturday at 4 o'clock and Sunday at 3 o'clock.

The sermon topic at 11 a. m. will be "How God Helps Men." Solo by Mrs. Close, "The Redeemer"; offertory, "The Stream" (Mendelssohn).

The B. Y. P. U. meets promptly at 6:45. Consecration meeting, every member must be there.

Bible Study Wednesday at 7:45 p. m. All invited.

* * *

UNION CONGREGATIONAL CHURCH

(Corner Defoe Street and Santa Monica Avenue)
Rev. Frederic J. Stoetzel, Pastor

Sunday School at 9:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

Instead of the usual order of services next Sunday morning, splendid Children's Day exercises will be given beginning at 10:30 o'clock. The following children will take part, including a processional by the school: Eva Smith, Cecelia Martin, Buddy Faber, Lois Lee, Ruth Jones, Robbie McMahon, Nadine Nashold, Hilda Bororon, Leala Schiali, Mary Elizabeth Stoetzel, John DeMos, Arleine Schirali, Elizabeth Lodge, Anna Jane Martin, Arthur Smith, Donald Lark, James Denell, Harry Breeding, Barbara Burdette and Raymond Heywood.

The regular meeting of the Woman's Guild will be held at the church on next Tuesday, June 10. A good attendance is urged to complete plans for the food sale to be held on Saturday, June 14.

* * *

CATHOLIC CHURCH

Cor. DeFoe St. and Saratoga Ave.
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.

Week Days—Service at 8:00 a. m.

At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

* * *

TRINITY MISSION EPISCOPAL

Sutcliffe Bldg., 1955 Abbott Street
REV. ARTHUR C. DODD, IN CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.

* * *

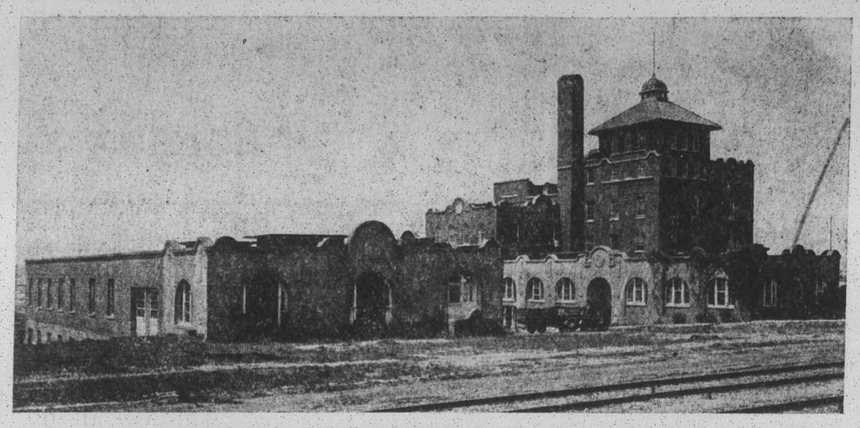
CHURCH OF CHRIST

There will be a meeting of the Church of Christ at the home of Mr. and Mrs. J. S. Padgett, 4649 Voltair street, next Sunday afternoon at 3 o'clock. All are welcome and visitors are especially invited to attend the service.

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

Prosperity!—Feel it, talk it, know it—Advertise!

American Agar Company



SAN DIEGO PLANT OF THE AMERICAN AGAR COMPANY

GLENDALE PLANT OF THE AMERICAN AGAR CO

A home industry in which the residents of Ocean Beach are tendered a chance to secure an investment on a safe and most profitable basis.

This industry was brought to San Diego by the San Diego Chamber of Commerce and individual members of this organization have subscribed to $100,000.00 of the preferred stock of this company.

You don't have to look elsewhere to invest your surplus funds; here is an industry right under your observation. Many of you pass it twice a day in your travels to and fro.

Here is an industry which will bring to San Diego in the neighborhood of $1,000,000.00 annually, the most of which will be distributed in wages and dividends and will remain here.

It is the duty of every one, big or little, to investigate this company and its affairs. This is welcomed, as it is desired that you should know something about a business in which you invest your money. You are invited to visit the plant and see the interesting process of manufacture.

The history and nature of the business is described in complete form on page 1 of this edition.

WE OFFER NEW ISSUE

$100,000

American Agar Co.

8% CUMULATIVE PREFERRED STOCK at

$100 per Share

with an equal amount of the COMMON STOCK of the Company given as a bonus.

The PREFERRED STOCK is subject to redemption in whole or in part at $100 per share and accumulated dividends thereon at any time after December 31, 1924.

ORGANIZATION

The American Agar Company was organized under the laws of Delaware, May 13, 1922, and succeeded to the business, plant and properties of the American Agar Company of Glendale, Calif.

CAPITALIZATION

(On completion of the present proposed financing)

	Authorized	Outstanding
8% Cumulative Preferred Stock	$450,000	$400,000*
Common Stock, 9,500 shares, no par value.		

*Includes present offering.

No Bonded Indebtedness.

PREFERENCE

The holders of the Preferred Stock shall be entitled to receive 8% annually.

In the event of liquidation or dissolution the holders of Preferred Stock shall be entitled to be paid in full the par amount of their shares and the unpaid dividends accrued thereon before any amount shall be paid to the holders of the Common Stock.

PURPOSE OF ISSUE

The proceeds of the sale of this issue are for the purpose of discharging current obligations and for additional working capital.

MANAGEMENT AND OFFICERS

Dr. C. G. Farrow, President — Oliver O. Clark, Secretary
John Becker, General Manager

Dr. C. G. Farrow, prior to his connection with the American Agar Co., practiced dentistry in Los Angeles, and for several years was an active director of a trust company in Little Rock, Arkansas.

Mr. H. L. Carnahan was formerly Corporation Commissioner of the State of California.

Mr. Oliver O. Clark is a lawyer, practicing in the city of Los Angeles, California.

Mr. H. L. Sullivan is general manager of the Western Lumber Co., of San Diego, California, and also a director of the First National Bank of San Diego, California.

Mr. John Becker is a mechanical and chemical engineer of many years' experience.

PLANT AND PROPERTIES

The main plant of the company is situated on the line of the Atchison, Topeka and Santa Fe Railroad in the city of San Diego. It was formerly known as the Mission Brewery, and cosists of two city blocks, improved with three modern brick and concrete buildings.

The main building is from one to four stories in height, and is admirably suited for the manufacture of the company's product. It is equipped with two (2) 125 H.P. boilers and electric elevator, and is so constructed that every floor has a sewer drainage. A second building is of two-story construction, and will be used for the refinement and packing of the company's product. A third building is of one-story construction, and is used for general office purposes.

The buildings will be equipped with specially designed machinery, which has been ordered and paid for, and is being installed as rapidly as it is received from the manufacturers.

The property is also equipped with a railroad siding, which provides easy accessibility to the main line of the Atchison, Topeka & Santa Fe Railroad.

The plant at Glendale, California, is fully equipped and in operation, but the principal point of operation will be at San Diego upon completion of the work of installation of machinery at that point.

The company has acquired patents on its process in the United States, Canada and Mexico, and has a concession from the Mexican Government on the seaweed beds off the Mexican Coast.

COMPETITION

The Japanese for 100 years have been manufacturing Agar-Agar to the limit of their ability, and are wholly unable to supply the market available.

Japan is the only country in the world where Agar-Agar is manufactured and shipped, except the United States; and the American Agar Company is the only producer in the United States.

The American Agar Company operates the only factory manufacturing Agar-Agar in the world, the gathering and manufacture of the product in Japan being carried on by a multitude of individuals, and by the crudest of hand labor operations.

The American Agar Company conducts its manufacture according to thoroughly modern methods, and very largely by mechanical operations. Its San Diego plant will be second to no other industry in point of efficiency and economy in every stage of its manufacturing process.

In gathering the raw material the American Agar Company has applied the same factor of inventiveness that has been employed in every case where an American industry has successfully competed with the hand labor methods of other countries.

The American Agar Company will have the special advantage for producing a product far superior to the Japanese product. Japanese Agar contains from 20 to 40 per cent of starch and other foreign matter, whereas the American Agar Company has for some time past produced an Agar of approximately 98% pure vegetable gelatin, and is now able to produce 100% agar.

In the matter of distribution, there are many factors especially advantageous to the California industry. In the first place, it is an American company. Its deliveries can be made from one to two months more quickly than those of the Japanese, and in every way it is so situated as to benefit from the advantages accruing through close proximity of buyer and seller.

COST OF PRODUCTION

The total cost of production when the San Diego plant is in operation, including all expenses and overhead of every nature, cannot run in excess of $1.00 per pound, and the company has every confidence in being able to reduce this to 70 cents per pound, or less.

The wholesale price of No. 1 Agar (the only grade it is planned to produce) is now $1.50 per pound. The laws of supply and demand, however, have caused the price to reach as high as $2.00 per pound, but the bottom price for more than one year last past has never been lower than $1.30 per pound.

Under conservative estimates, it is reasonable to expct a net profit of 50 cents per pound, upwards, With the demand already made upon the company, entirely without advertising, it would seem that the immediate problem is the purely physical one of speeding up manufacture. There is no doubt in the minds of the company, based upon evidence in the files at the offices, that they would experience no difficulty in closing up practically at once for the entire year's output of the first unit of 2000 pounds per day produced in the San Diego plant, and this refers only to the American consumption.

LEGALITY

The legality of the issue of the 8% Preferred Stock and the Common Stock has been passed upon by Carnahan & Clark of Los Angeles, California.

FINANCIAL PLAN AND PROSPECTIVE EARNINGS

The plan of financing for the industry is conservative and provides for not only an exceptionally large margin of safety for the dividend on the Preferred Stock, but also for very large earnings applicable to the Common Stock of the company, which, under the present plan, is given as a bonus with the purchase of the Preferred Shares.

There is no doubt about the future of the industry, and the financial plan permits of a very large enhancement in value for the Common shares of the company.

OFFER

We offer the Preferred Stock of this company with accumulated dividends, at 8% per annum, from date of subscription at $100 per share, with a bonus in Common Stock, subject to prior sale.

Edwin J. Shaut

INVESTMENT MERCHANT

426-27-28 Union Building
San Diego, Calif.

210 Citizens National Bank Building
Los Angeles, Calif.

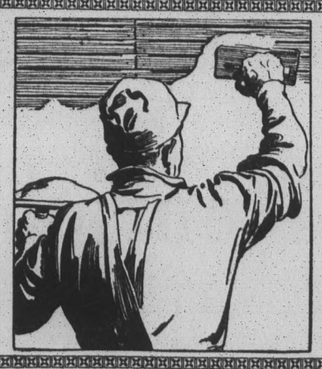
310 North Main Street
Santa Ana, Calif.

W. E. BUTLER

PLASTERING
CONTRACTOR

Estimates Furnished
Reasonable Prices
Satisfaction Guaranteed

4356 SARATOGA AVENUE
Ocean Beach



GEO. FINLEY

Original Ocean Beach
BUILDING
CONTRACTOR

Best Workmanship
Satisfactory Service
Estimates Furnished

4845 NARRAGANSETT AVE.
Phone Point Loma 103 W-K

OCEAN BEACH LUMBER COMPANY

Lumber, Cement, Roofing Paper

Office, Yard and Mill — Muir Ave. and Ebers St., O. B.

W. H. RABSAHL, Manager

Lumber, Shingles, Laths, Lime, Cement, Roofing Material, Wall Board, Etc.

New office and extra warehouses have been constructed corner Ebers street and Muir avenue.

Lumber Estimates Cheerfully Given

Phone, Pt. Loma 40-J

CAMPBELL COMPANY MAKES RECORD SALE OF CHEVROLET CARS

The following letter to the editor of "The Beach News" gives gratifying evidence of the wonderful results being achieved by the Campbell Chevrolet company at State and B streets, San Diego.

Dear Sir: Appleciating the interest which you have in Chevrolet cars, we know you will be interested to learn that last week was the most successful we have had since we have been in business.

We took orders for twenty-three Chevrolets, and actually delivered nineteen. In view of the Chevrolet increasing in price May 16th, we believe this was rather unusual.

If any of your friends are contemplating the purchase of a closed car, we would suggest that you advise them to get in touch with us at once, for we have strong reasons to believe that an increase in closed cars is imminent. Yours truly,

CAMPBELL CHEVROLET CO.
K. W. STOTT.

BUILDER BASHORE SPECIALIZES IN PLANS AND ECONOMY

In his business announcement, W. Bashore, of 3940 Mission avenue, San Diego, states that he can save prospective builders of beach homes from $100 to $500 on plans and construction. Estimates are furnished, following his motto of building "for less and better." His phone number is Hillcrest 630-J.

Read "Loma Lore" every week.

MISSION BEACH

Bath-House

Now Under Construction

Costing $450,000

Is the First Unit in the Improvement of the
MISSION BEACH AMUSEMENT CENTRE

LOTS as low as $400 on the Easiest Terms ever made on Residential Beach Property

The increasing number of HOMES being built at MISSION BEACH attests the popularity of California's most desirable resort.

For further information call at *GENERAL SALES OFFICE*
101 Broadway or Tract Office, Mission Beach
Sales Agents: GEORGE L. BARNEY — T. A. RIFE

SCOUTMASTER ROFFE PRESENTED WITH TOKEN

In connection with a recent community birthday celebration in honor of Scoutmaster William Roffe, he was presented by the scouts of the Pacific Beach troop with a silver belt buckle on which his initials are engraved, and emblems of the Boy Scouts and Rotary club were mounted.

OCEAN BEACH PLUMBING COMPANY

Chas. H. Peltcher, Prop.
5068 NIAGARA AVENUE
Phone: Point Loma 152

Repair Work, Contracting, Estimates
Plumbers' Supplies and Heaters,